

Web, Graphics and Media Specialist

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NHSWI website

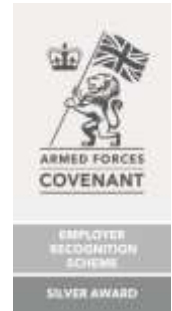
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Western Isles Health Board
The best at what we do



Job Advert



Web, Graphics and Media Specialist

Band 6 £37,831 - £46,100 pro rata

Plus £1,279 Distant Islands Allowance pro rata

26.25 Hours per Week

Permanent Post

An exciting opportunity has arisen for an enthusiastic and proactive individual to join the NHS Western Isles Communications Department as Web, Graphics and Media Specialist.

The post holder will be responsible for the management and maintenance of the Board's corporate and other approved websites, and will provide expertise in audio visual production and graphic design. The post holder will also lead on specific communications projects as directed by the Head of Communications, Claims and Patient Information.

The post is based in Stornoway at the Health Board Offices the post holder will be required to travel between health board sites.

Candidates must possess excellent communication, interpersonal and organisational skills and must be able to work independently and to tight deadlines. The post holder must be able to use judgement and initiative to meet the demands of such a varied role, and ensure that work is effectively prioritised.

Candidates must have significant experience in technical website development and as a communications professional (or related discipline) and must be formally educated in the use of graphics packages.

For more information on living and working in the Western Isles visit the website: <http://www.wihb.scot.nhs.uk/wihrr.pdf>

All NHS Western Isles vacancies appear on the NHS Scotland website: <https://apply.jobs.scot.nhs.uk/> along with a job description.

Tha beàrnan-obrach NHS Eilean Siar uile gu léir a' nochdadh air làrach-lìn NHS na h-Alba <https://apply.jobs.scot.nhs.uk/>, còmhla ri dealbh-obrach.

Any further queries please contact Tel: 01851 762027.

Closing Date: 28th July 2023

Interview Date: 08th August 2023

JOB DESCRIPTION

1. JOB IDENTIFICATION

Job Title:	Web, Graphics and Media Specialist
Responsible to:	Head of Communications, Claims and Patient Information
Department:	Communications, Health Board Offices, NHS Western Isles
Date this JD written:	March 2021

2. JOB PURPOSE

The Web, Graphics and Media Specialist will be responsible for the in-house creation, design, maintenance and management of the Board's corporate and other approved websites, including approval of the content on NHS Western Isles websites and webpages; and the development, monitoring and review of associated policies which will impact across the organisation.

The postholder will be the lead specialist for the organisation's graphics and Desk Top Publishing (DTP) service as part of the Communications Department; and deliver efficient and effective media expertise, to support delivery of the Board's Communications Strategy.

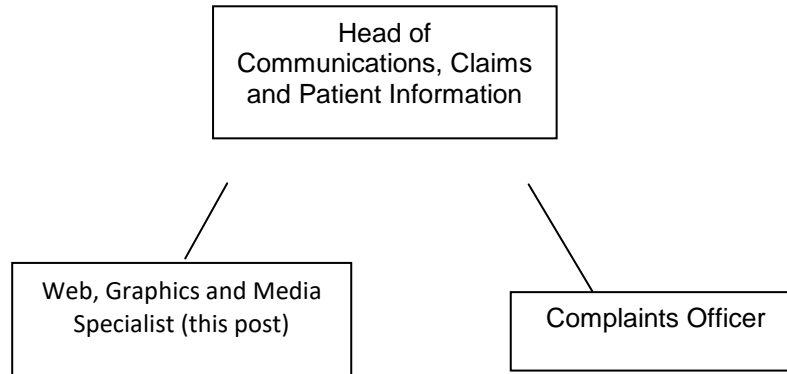
The post holder will work independently to plan, implement, evaluate and manage specific communications and marketing plans and projects, as assigned by the line manager, for example, they will be required to lead on communications related to the local implementation of the COVID-19 Community Testing programme. The post holder will decide how to manage campaigns/projects to ensure they are completed effectively, on deadline and within budget.

The post holder will provide particular specialist expertise in website development, audio visual production and graphic design, and will be responsible for the development of all associated policies and procedures.

The post holder will promote and embed NHS Western Isles' vision, objectives and values in all communications, continuously improving and transforming approaches to communications and engagement with staff, stakeholders and the public.

The post holder will provide cover for the Head of Communications, Claims and Patient Information.

3. ORGANISATIONAL POSITION



4. SCOPE AND RANGE

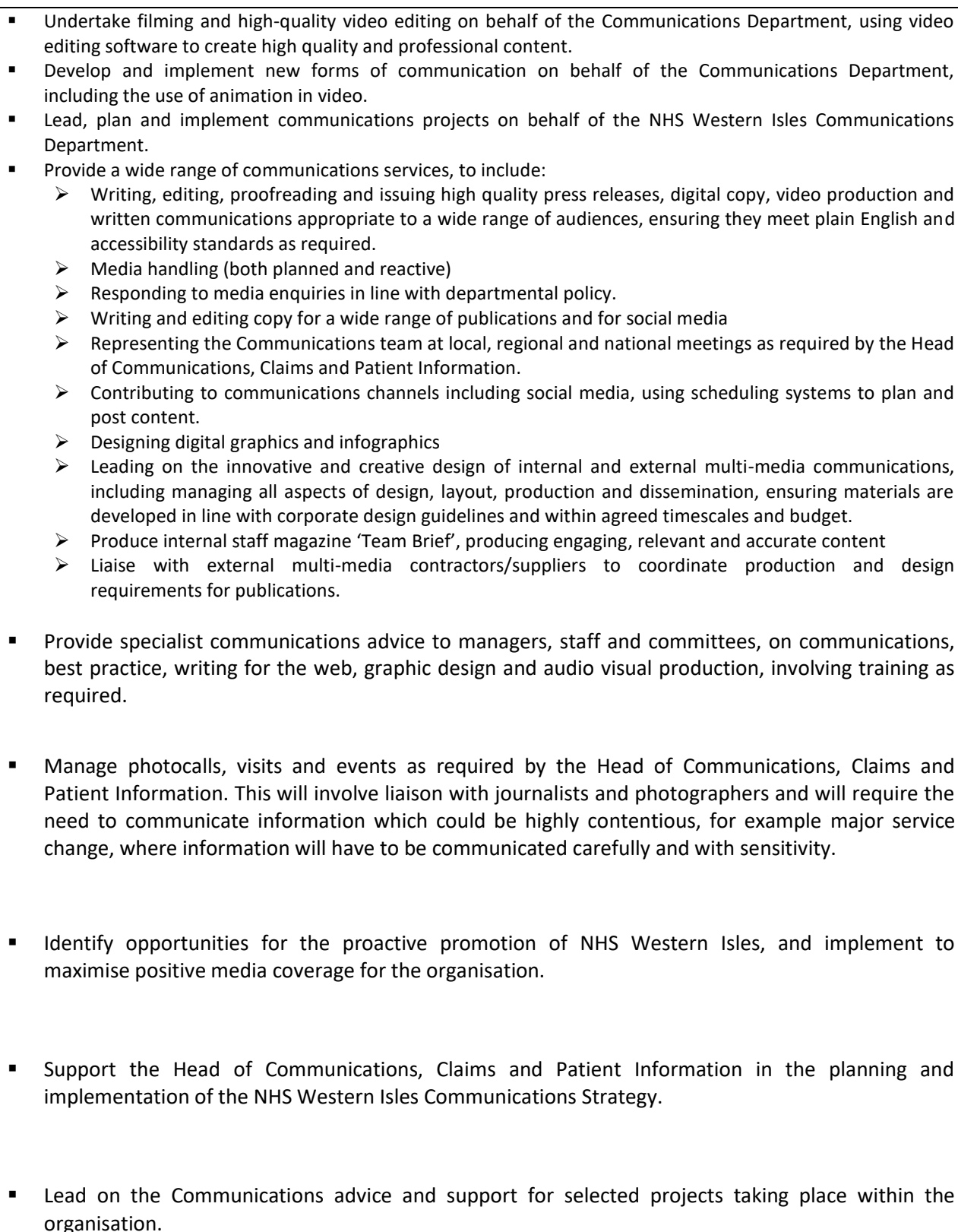
Working as a part of the Communications Team, the post holder will operate within the framework of the Communications Strategy.

The Web, Graphics and Media Specialist will be required to initiate and maintain effective working relationships with a wide range of staff across NHS Western Isles, the media, service users and other internal and external stakeholders.

The post holder will be required to work on tasks that have implications across the full range of NHS Western Isles services, patients and service users and organisations locally.

5. MAIN DUTIES/RESPONSIBILITIES

- Lead on and manage the in-house technical creation, design, and maintenance of the Board's websites, including approval of the content on NHS Western Isles websites and webpages; and the development, monitoring and review of associated policies which will impact across the organisation.
- Lead on the design and co-ordination of patient information materials as a member of the Patient and Health Information Group (PHIG) and be responsible for the Patient and Health information Policy which impacts on clinical and non-clinical departments across NHS Western Isles.
- Act as the lead specialist for graphic design and Desk Top Publishing – including the development and design of publications and materials intended for staff, patients and the public.
- Develop, implement, monitor and review Board Policies related to video and audio-visual production (which apply to all staff across the organisation who wish to communicate internally and externally using video content), ensuring effective procedures are in place for the development and approval of all video content produced by NHS Western Isles.

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- Undertake filming and high-quality video editing on behalf of the Communications Department, using video editing software to create high quality and professional content.
 - Develop and implement new forms of communication on behalf of the Communications Department, including the use of animation in video.
 - Lead, plan and implement communications projects on behalf of the NHS Western Isles Communications Department.
 - Provide a wide range of communications services, to include:
 - Writing, editing, proofreading and issuing high quality press releases, digital copy, video production and written communications appropriate to a wide range of audiences, ensuring they meet plain English and accessibility standards as required.
 - Media handling (both planned and reactive)
 - Responding to media enquiries in line with departmental policy.
 - Writing and editing copy for a wide range of publications and for social media
 - Representing the Communications team at local, regional and national meetings as required by the Head of Communications, Claims and Patient Information.
 - Contributing to communications channels including social media, using scheduling systems to plan and post content.
 - Designing digital graphics and infographics
 - Leading on the innovative and creative design of internal and external multi-media communications, including managing all aspects of design, layout, production and dissemination, ensuring materials are developed in line with corporate design guidelines and within agreed timescales and budget.
 - Produce internal staff magazine 'Team Brief', producing engaging, relevant and accurate content
 - Liaise with external multi-media contractors/suppliers to coordinate production and design requirements for publications.
 - Provide specialist communications advice to managers, staff and committees, on communications, best practice, writing for the web, graphic design and audio visual production, involving training as required.
 - Manage photocalls, visits and events as required by the Head of Communications, Claims and Patient Information. This will involve liaison with journalists and photographers and will require the need to communicate information which could be highly contentious, for example major service change, where information will have to be communicated carefully and with sensitivity.
 - Identify opportunities for the proactive promotion of NHS Western Isles, and implement to maximise positive media coverage for the organisation.
 - Support the Head of Communications, Claims and Patient Information in the planning and implementation of the NHS Western Isles Communications Strategy.
 - Lead on the Communications advice and support for selected projects taking place within the organisation.

- Continued review and development of local information on the NHS24 national platform 'Scotland's Service Directory', on behalf of NHS Western Isles.

This profile is indicative of the nature and level of responsibility associated with the post. It is not exhaustive and the post holder may be required to undertake other duties as appropriate and required.

6. SYSTEMS AND EQUIPMENT

A major aspect of the role is leading on the design, maintenance and management of information on the Board's corporate website and any associated websites.

This is a major information system which stores information for NHS Western Isles which is available to the public and so, under a more intense level of scrutiny, and the requirement for accuracy and effective design and management of the system is vital to ensure information is available and accessible staff, partners, the public and media.

The post holder will also have responsibility for designing websites/webpages for others, to meet their requirements.

The post holder also has responsibility for maintaining additional communications related information systems including all internal and external communications publications and toolkits.

Regular and proficient use of PC with full Microsoft Office package/applications:

- Microsoft 365 package (including Word, Excel, Access, Powerpoint, Teams and Publisher)
- Adobe suite package (including Indesign, Photoshop, Premiere Pro, Illustrator and Creative Cloud)
- Web content management systems
- PECOS
- Social Media (including Facebook and Twitter)
- Hootsuite
- Canva design
- Photograph depository
- Vimeo

Experience and ability to evidence use of website development including usage and data collection of web-based forms, etc.

Experience and ability to evidence use of Content Management Systems (CMS) and social media channels

Experience and ability to evidence high quality video production and editing is essential.

7. DECISIONS AND JUDGEMENTS

As the specialist in the field of web design, graphics and audio visual production, the post holder will be expected to independently lead on all aspects of technical website development, content, maintenance and approval; lead on marketing and graphics projects; and develop and manage an audio visual media service to improve and enhance the organisation's communications capability.

The post holder will work independently to annual objectives to achieve the relevant parts of the Board's Communications Strategy and will have responsibility for deciding how best to achieve the requirements of their role.

The postholder will manage particular projects on behalf of the Communications team, as assigned by the line manager, and will be expected to use their initiative in achieving the requirements and objectives of projects, balancing competing demands and priorities, and dealing with interruptions on a regular basis as urgent requests or sensitive issues arise that require to be dealt with.

The post holder will be required to deal with media enquiries on a daily basis on a wide range of topics, almost invariably with very tight deadlines. Responses will often be on sensitive or complex issues and will require analysis and interpretation of the information available, whilst maintaining accuracy with quick turn-around.

The post holder will be required to anticipate problems and risks (e.g. potential for challenging external relations) and identify and act on broader and longer-term issues to ensure effective and appropriate resolution and ongoing improvement in service delivery.

A flexible approach to travel and working hours is required.

8. COMMUNICATIONS AND RELATIONSHIPS

The post holder will provide specialist communications advice to managers, staff and committees, on communications best practice, organisational policy and standards, website development, writing for the web, graphic design and audio visual production, and will provide training in these specialties as required.

The post holder will lead on the development and implementation of effective and comprehensive Communications and Engagement Plans for allocated Communications Projects (this could be on any subject area). Projects that require a communications plan are likely to involve service change, where information would often be highly complex; and sensitivity, reassurance and advanced communications skills would be required.

Communication (written and verbal) will regularly be directly with journalists (local/regional/national), as well as with staff members, partner agencies and patients/public. The ability to present information clearly, and effectively, forward think on the spot, and respond appropriately, accurately and sensitively to questions in all situations, without breaching data protection or organisational confidentiality, is essential.

The role will involve managing photocalls, facilitating filming in line with organisational policies and requirements, and managing visits and events as required by the Head of Communications, Claims and Patient Information. This will involve liaison with journalists and photographers and will require the need to communicate information which could be highly contentious, for example major service change, where information will have to be communicated carefully and with sensitivity.

Contact with line manager as required to ensure join up of approaches and work plan.

In addition to the post holder's immediate line manager, the following are key working relationships:

- Executive and Non Executive Directors
- Chief Officer, Health and Social Care Partnership
- Senior Managers and Department Heads
- Health Improvement Department
- Media
- Scottish Government
- Patients and service users
- Chief Officer
- Heads of Service
- Partner agencies, e.g. Comhairle nan Eilean Siar and Community, Voluntary and Third Sector groups/services.

The post holder must possess advanced communications skills in e.g. formal written and verbal presentation, negotiation, active listening, motivation and dealing with conflict and change.

Develop strong working relationships and high credibility with staff, managers and Executive Directors. This will involve highly developed interpersonal, written, presentation and communications skills, appropriate to intended audience.

9. PHYSICAL/ MENTAL/EMOTIONAL DEMANDS OF THE JOB

- Frequent requirement for a high level of concentration and accuracy (e.g. intricate website programming and design). Workload can be unpredictable and subject to frequent interruptions due to changing priorities, meeting tight deadlines, being alert for long periods, frequently changing from one activity to another.
- Judging the appropriate balance in the conflicting pressures of delivering communication solutions and products to high quality standards against the need to accurately reflect the work of NHSWI. This results in a requirement to adapt to a regularly changing agenda including immediate adjustment of priorities / tasks to meet new demands (internal or external).
- Ensuing information is accurate and up to date and reaches all required audiences.
- React quickly, accurately and appropriately to new challenges and crisis situations, providing consistent communications in a variety of formats to both internal and external audiences.
- Producing consistently high quality work in a pressured environment.
- Receive and provide sensitive or controversial information which can be of a complex and distressing nature.
- Advanced keyboard skills are required for this post. Inputting at keyboard (repetitive movements) in order to write reports, respond to emails, design webpages and publicity campaigns (can be for extended periods of time on a daily basis).
- Video/film making skills
- Occasional requirement to lift, assemble and disassemble equipment and boxes (no more than 15kg).

10. MOST CHALLENGING/DIFFICULT PARTS OF THE JOB

Working with a wide range of individuals and different professional groups, often with competing and conflicting priorities, to deliver realistic and practical communications outcomes.

Being called upon with no notice to engage immediately and effectively with issues of varying severity and risks that arise within the Board.

To be able to anticipate, prioritise and manage workload effectively in the face of competing demands on time and capacity.

Juggling priorities in a deadline driven workload.

Managing the expectations of content contributors and ensuring they do not conflict with best practice or web standards, organisational policies and other relevant guidelines.

Keeping pace with new digital tools.

11. KNOWLEDGE, TRAINING AND EXPERIENCE REQUIRED TO DO THE JOB

Qualifications & Training

Essential:

- Educated to post graduate level in a relevant discipline (marketing, journalism, corporate communications, media studies, public relations, graphic design) or a demonstrable equivalent portfolio of CPD activities.
- Formal training in the use of graphics, DTP, photo editing, audio visual production and video editing.
- Training in writing for the web.

EXPERIENCE

Essential:

- Demonstrable ability in technical website development and maintenance (WordPress or similar CMS essential)
- Significant experience as a communications professional or other related discipline, covering the range of communications services including planning, media relations, public relations and publications.
- Significant experience in managing communications-related projects.
- Experience of planning and organising publicity campaigns
- Experience working in the NHS – structure, systems, processes and procedures and Experience of developing internal and external communications
- Experience of researching, writing and editing copy for publication, including for print and web
- Experience of proactive and reactive media relations
- Experience in developing and monitoring communications plans
- Experience of developing organisational responses to consultations, calls for evidence, briefing papers and/or FOIs.

Desirable:

- Formal degree module level qualification in proof reading
- Formal degree module level qualification in DTP
- Training in website coding
- Experience in a design-related role

SKILLS AND KNOWLEDGE

Essential:

- Knowledge of using social media on a professional basis and social media management tools (e.g. Hootsuite)
- Advanced knowledge of effective communications techniques
- Proof reading skills
- Knowledge of the processes involved in producing high quality publications for different audiences
- Highly developed interpersonal skills
- Excellent written and verbal communications skills and an ability to form sound positive relationships with colleagues, partners and the media
- Excellent IT skills
- Knowledge of the public sector and its operations
- Creative thinking skills for effective and innovative health campaigns
- Attention to detail, excellent time management and coordination skills.
- An ability to work under pressure and respond to short deadlines.
- Demonstrated ability to generate new ideas
- Experience in effective networking



- Desirable:**
- Experience and knowledge of SharePoint 365
 - Experience of using animation packages
 - Knowledge of Plain English principles and equality/accessibility requirements in relation to communications
 - Knowledge of equal opportunities and diversity in communications
 - Knowledge of an NHS Board environment.

JOB DESCRIPTION AGREEMENT

I,, confirm that the job description and person specification attached have been discussed with me and are an accurate and up-to-date account of the duties and responsibilities and skills/qualifications required to undertake the post.

Job Holder's Signature:

Date:

Head of Department Signature:

Date



A Place to Live

The quality of life in the Western Isles, particularly for those with families, is outstanding: a safe space to bring up children, stress-free commutes with jaw-dropping views, and the opportunity to stroll along our pristine beaches or explore our dramatic scenery on your days off.

Community spirit is at the heart of the Western Isles. It is close-knit and welcoming, residents are proud of the place where they live and are keen to support young and old. The islands have a strong cultural identity stemming from their distinctive history.

Although the islands are remote, you can still keep connected with the wider world. There are frequent transport links to the mainland via ferries and three island airports – Barra, Benbecula, and Stornoway. The Air Discount Scheme (cheaper flights for islanders) and Road Equivalent Tariff (subsidised ferry fares) ensure transport is affordable. High-speed internet is widely available and allows islanders to stay connected globally.

Local Primary and Secondary Schools provide high quality education with the opportunity to learn through the Gaelic language. There is a network of excellent sport and leisure facilities in the Western Isles with annual cultural festivals and venues with live entertainment.

Key worker housing can be applied for through Hebridean Housing Partnership.

Useful Information

cne-siar.gov.uk Comhairle nan Eilean Siar (Western Isles Council - for more information on Schools, leisure and culture)
visitouterhebrides.co.uk (for more information on our islands and what to see and do)

A Place to Work

NHS Western Isles employs over 1000 staff over a number of sites, including:

- Ospadal nan Eilean Siar (Western Isles Hospital), Stornoway
- Ospadal Uibhist agus Bharraigh (Uist and Barra Hospital), Benbecula
- St Brendan's Hospital, Barra
- A number of GP and Dental Practices across the island chain
- A variety of community-based health services

Being part of a smaller team with a flat management structure provides the opportunity to widen your experience and be involved in a range of planning and decision-making that you might not otherwise experience in a larger setting. Our patients are our community, and there is opportunity to contribute to multi-disciplinary and holistic care to patients and families across healthcare settings.

Support and development are central to NHS Western Isles' ethos, and this involves working in partnership with the University of the Highlands and Islands, NHS Education for Scotland, and other higher education institutions. Our Professional Practice and Learning team will support and advise you on your learning journey. Many opportunities can now be accessed remotely through online learning. Regular clinical training is available and scenario-based learning is available in our recently-installed sim lab.

The Western Isles has a range of employment opportunities in the public and private sector for those that are relocating as a family. Please contact us and we can direct you to vacancies that might be suitable.

All staff are valued equally and we welcome and encourage those from diverse backgrounds to come and work for us.



NHS WESTERN ISLES BENEFITS

Pay

The NHS pay system is known as Agenda for Change (AfC) which applies to all staff excluding medical, dental and executive level managers.

The benefits include a standard working week of 37.5 hours, with pay enhancements to reward weekends, nights and overtime working. This ranges from time plus 88% to time plus 30% depending on your pay band and shifts you work.

Distant Islands Allowance is paid to all staff who live in the Western Isles. This is currently £1,117 per year.

Annual Leave

Annual leave entitlement is 27 working days, rising to 29 working days after 5 years' service and 33 days after 10 years' service. In addition to this, you are entitled to 8 statutory public holidays every year.

Work-life balance

We understand that balancing work and home commitments can sometimes be difficult.

Our policies offer:

- Flexible working including home working
- Paid parental leave
- Paid carer leave
- Paid bereavement leave
- Occupational sick pay scheme

Wellbeing

We recognise that your mental and physical wellbeing is important and we aim to support you in the workplace.

We have a 24-hour confidential helpline to support you and your family through any of life's issues or problems. This includes counselling, family issues, bereavement, financial wellbeing, relationship advice, legal information and more.

NHS Pension Scheme

All new employees will automatically be enrolled in the NHS Pension Scheme, or if you are an existing member your membership will continue.

Key features

- Benefits accrued on a Career Average Revalued Earnings (CARE) basis.
- Normal pension age the same as your State Pension Age.
- Pension accrual rate of 1/54th of pensionable earnings each year.
- Valuable death benefits for your dependents.
- Option to take part of your pension and continue working.

Further information on the benefits of the scheme, can be found at sppa.gov.uk.

Travel & Transport

We participate in the Cycle to Work scheme, enabling you the opportunity to buy a bike tax-free.

Those who need to travel a lot for work will be eligible for a leased car.

Right to Work in the United Kingdom

We will support those that are eligible for a certificate of sponsorship to apply for a work visa. Candidates who require a Certificate of Sponsorship can access further information on the UK Border Agency's new points based system that now governs the way individuals from outside the EEA can work in the UK at bia.homeoffice.gov.uk.

